

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in this application.

Listing of Claims:

1. (Previously Presented) A method for increasing sales and decreasing cost of marketing for a product or a service by identifying potential customers of the product or the service, the method comprising:
 - determining a set of criteria questions identified as being important in determining whether to attempt to sell the product or the service to the potential client;
 - determining a set of possible answers to each of the criteria questions;
 - assigning a respective weighting factor to each criteria question;
 - assigning a respective weighting factor to each possible answer for a criteria question;
 - determining answers to each of the criteria questions; and
 - calculating a qualifying score, wherein the qualifying score is used to determine whether to attempt to sell the product or the service to the potential customer.
2. (Original) The method as recited in claim 1, wherein the answers to at least some of the criteria questions are determined via user input.
3. (Withdrawn)
4. (Withdrawn)
5. (Original) The method as recited in claim 1, wherein the sum of weighting factors for each of the criteria questions equals one hundred percent.
6. (Previously Presented) The method as recited in claim 1, wherein a raw score for a selected one of the criteria questions is calculated by multiplying the answer weighting factor

corresponding to the answer selected for the selected one of the criteria questions by the criteria question weighting factor for the selected one of the criteria questions.

7. (Previously Presented) The method as recited in claim 6, wherein the qualifying score is calculated by adding each of the raw scores.

8. (Withdrawn)

9. (Withdrawn)

10. (Canceled)

11. (Canceled)

12. (Withdrawn)

13. (Withdrawn)

14. (Canceled)

15. (Canceled)

16. (Canceled)

17. (Withdrawn)

18. (Withdrawn)

19. (Canceled)

20. (Canceled)

21. (Withdrawn)

22. (Withdrawn)

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Withdrawn)

27. (Withdrawn)

28. (Previously Presented) A computer program product comprising a computer readable medium having computer readable program code for executing method steps for increasing sales and decreasing cost of marketing for a product or a service by identifying potential customers of the product or the service, the method steps comprising:

determining a set of criteria questions identified as being important in determining whether to attempt to sell the product or the service to the potential client;

determining a set of possible answers to each of the criteria questions;

assigning a respective weighting factor to each criteria question;

assigning a respective weighting factor to each possible answer for a criteria question;

determining answers to each of the criteria questions; and

calculating a qualifying score, wherein the qualifying score is used to determine whether to attempt to sell the product or the service to the potential customer.

29. (Previously Presented) The computer program product of claim 28, wherein the answers to at least some of the criteria questions are determined via user input.
30. (Previously Presented) The computer program product of claim 28, wherein the sum of weighting factors for each of the criteria questions equals one hundred percent.
31. (Previously Presented) The computer program product of claim 28, wherein a raw score for a selected one of the criteria questions is calculated by multiplying the answer weighting factor corresponding to the answer selected for the selected one of the criteria questions by the criteria question weighting factor for the selected one of the criteria questions.
32. (Previously Presented) The computer program product of claim 31, wherein the qualifying score is calculated by adding each of the raw scores.
33. (Previously Presented) A computer-implemented method for increasing sales and decreasing cost of marketing for a product or a service by identifying potential customers of the product or the service, the method comprising:
- determining a set of criteria questions identified as being important in determining whether to attempt to sell the product or the service to the potential client;
 - determining a set of possible answers to each of the criteria questions;
 - assigning a respective weighting factor to each criteria question;
 - assigning a respective weighting factor to each possible answer for a criteria question;
 - determining answers to each of the criteria questions; and
 - calculating a qualifying score, wherein the qualifying score is used to determine whether to attempt to sell the product or the service to the potential customer.